

Summary Report

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East Santa Clara Street Urban Village Workshops November 12 and 13, 2014

This document summarizes comments gathered from residents during the November 2014 community meetings in addition to the results of a questionnaire which was prepared and conducted by Beth Martin, a San Jose State University graduate student as part of her thesis research. Please contact Prof. Rick Kos, at richard.kos@sjsu.edu with questions.

Outcomes from the two East Santa Clara Urban Village Workshops Wednesday, November 12th, 2014

This workshop was organized by SJSU graduate students in the Urban & Regional Planning Department and CommUniverCity staff members, in partnership with city planners Matt VanOosten and Lesley Xavier. It was held at the Roosevelt Community Center with 67 people in attendance. The workshop began with a welcome and remarks from then-Councilmember Sam Liccardo, followed by an overview of the evening's activities by Matt VanOosten. Next, a video produced by the SJSU graduate students was shown, highlighting interviews with local community members and business owners. Matt VanOosten then gave a short presentation that explained the qualities of urban villages as described in the Envision 2040 San Jose General Plan and how they can be used to revitalize and redevelop a major transportation corridor into a more walkable and destination-centered focus.

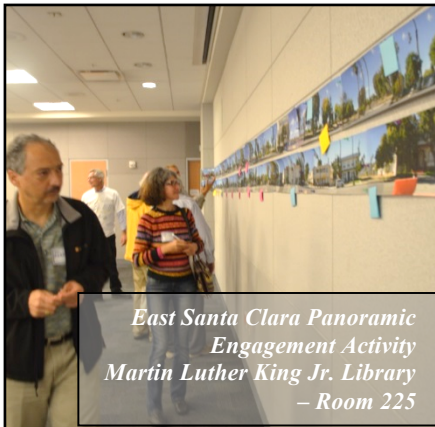
The participants then worked in small groups facilitated by the SJSU graduate students. Participants were asked about ideas and concerns about urban villages via a series of exercises that included questions and answers and a "design your street" process involving photographic overlays of redevelopment options for a sampling of properties along East Santa Clara Street. The options stimulated lively discussion about new building heights and densities that would (or would not) be palatable to the local community members. The "design your street" exercise was very well received as were the graduate student facilitators – participants valued the energy, creativity, and open-minded nature with which they led the discussions.

The table below summarizes participant comments that were often repeated during the Nov. 13th workshop; the full set of uncategorized comments is found at the end of this report, organized by table number.

	ESC Street Conditions	Urban Village Ideas	Open/Green Space	Do Not Want
	<ul style="list-style-type: none"> • Traffic congestion is a problem • Make the street more pedestrian friendly • Maintenance/upkeep and cleanliness of the corridor is needed • Softer edges along ESC • Provide public art • Maintain/establish a greater sense of community • Emphasize/respect the historic nature of the area and local neighborhoods • Wider sidewalks • Better lighting • Increase bus service on ESC w/smaller, more frequent buses • Remove 7th street parking • Urban Village Boundary should include Coyote Creek, City Hall and SJSU 	<ul style="list-style-type: none"> • Extend urban village past Coyote Creek & City Hall • More useful local shops that generate revenue for the city. • Local hardware store • Mixed use with shops on the first floor & housing above. • Use SJSU as a catalyst for the Urban Village • More daytime activity • Balance heights of buildings • Higher buildings closer to Downtown, then tapering eastward • Make the fire station more attractive • Increase density without harming the character of the street 	<ul style="list-style-type: none"> • More open space desperately needed • Use Coyote creek as a resource • Rooftop gardens • Pocket parks or greening of streets • Areas for people to gather badly needed • More outside seating is needed 	<ul style="list-style-type: none"> • No high rises • No more businesses that are "problematic" • Do not want tall building adjacent to single family homes • No Starbucks or big chains

Thursday, November 13th, 2014

This meeting was structured in a very similar manner to the Nov. 12th meeting. A total of 64 community members were in attendance at the Martin Luther King Jr. Library in rooms 225 & 229. The photo at the left shows an additional activity that was added to the workshop proceedings: residents could view and comment upon a continuous photo montage of both the north and south sides of East Santa Clara Street. The comments were incorporated into the Trimble Feedback online engagement tool that is linked from the cCity Planning Department website.



*East Santa Clara Panoramic
Engagement Activity
Martin Luther King Jr. Library
– Room 225*

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	ESC Street Conditions	Urban Village Ideas	Open/Green Space	Do Not Want
	<ul style="list-style-type: none">• Buildings taller than three stories are more acceptable on the north side of East Santa Clara Street; 2-3 stories is acceptable for the south side• Taper building heights downward towards the established single family neighborhoods to avoid overshadowing.• Maintain neighborhood character/architecture.• Keep the diversity of people and businesses• Convert 10th and 11th Streets to two-way traffic flow.• Make the corridor more attractive• Wider sidewalks needed; use colored crosswalks, especially near Roosevelt Community Center, to make it more accessible• Crosswalk signal upgrades needed• Extend the urban village to include the parking lot north of the medical center.• Extend the urban village to include the Grocery Outlet between 6th and 7th street.	<ul style="list-style-type: none">• Most residents want mixed-use buildings with restaurants, shops, and cafes, a much more walkable community and new revenue sources for the city.<ul style="list-style-type: none">• Attractive boutique-type, mom and pop stores for young generation needed• More hangout spots/gathering spaces• Buildings 4-6 stories are acceptable, but not taller than that.• Neighborhood corner groceries needed• More local destination signage, greenways, public art, wider sidewalks, lighting, sculptures, and native plants.• Restaurants or gardens or other public uses on rooftops	<ul style="list-style-type: none">• Identity of Coyote Creek is important, corridor should reflect local natural history• Green spaces that build linked networks• Parklets and alcoves• Incorporate native plants; plant flowers and trees everywhere along the street• Better access to creek, create flow to other side with foot bridge• Great cities have great parks	<ul style="list-style-type: none">• No “freeways” in the urban village; traffic needs to be calmed• No more nail salons

Participant Survey Findings
East Santa Clara Street Urban Village Workshops
Wednesday/Thursday November 12th & 13th, 2014
Prepared by SJSU Graduate Student Researcher Beth Martin

A survey was conducted after both workshops to capture participant thoughts about the effectiveness of the workshops and how much they learned during the proceedings. In addition, some basic demographic characteristics for the participants was collected. A total of 23 community members filled out the survey on November 12th and 35 community members did so on November 13th. Below are the questions and the summarized results.

Q1a. In regards to E. SANTA CLARA STREET, how much did you learn about current challenges and opportunities?

Q1a	Wednesday	Thursday	Combined
None	3%	3%	3%
A little	41%	41%	41%
A lot	55%	57%	56%
Don't Know/No Opinion	0%	0%	0%

Q1b. In regards to E. SANTA CLARA STREET, how much did you learn about the Urban Village planning process?

Q1b	Wednesday	Thursday	Combined
None	0%	3%	2%
A little	52%	32%	41%
A lot	48%	65%	58%
Don't Know/No Opinion	0%	0%	0%

Q1c. In regards to E. SANTA CLARA STREET, how much did you learn about potential improvements that could happen?

Q1c	Wednesday	Thursday	Combined
None	0%	0%	0%
A little	37%	27%	31%
A lot	60%	73%	67%
Don't Know/No Opinion	3%	0%	1%

Q1d. In regards to E. SANTA CLARA STREET, how much did you learn about future opportunities for you to be involved in the Urban Village planning process?

Q1d	Wednesday	Thursday	Combined
None	0%	0%	0%
A little	37%	27%	31%
A lot	60%	73%	67%
Don't Know/No Opinion	3%	0%	1%

Q2a. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “I am satisfied with my participation.”

Q2a	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	0%	3%	1%
Agree	56%	51%	54%
Strongly Agree	44%	46%	45%
Not Applicable	0%	0%	0%

Q2b. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “The presentation was clear, understandable, and useful.”

Q2b	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	6%	3%	5%
Agree	74%	51%	62%
Strongly Agree	16%	40%	29%
Not Applicable	3%	6%	5%

Q2c. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “The format for the workshop promoted open communication.”

Q2c	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	6%	0%	3%
Agree	42%	41%	41%
Strongly Agree	52%	59%	56%
Not Applicable	0%	0%	0%

Q2d. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “I have a better understanding of how I can be involved in the Urban Village planning process.”

Q2d	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	24%	8%	15%
Agree	52%	57%	55%
Strongly Agree	24%	35%	30%
Not Applicable	0%	0%	0%

Q2e. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “The resident’s ideas expressed will be used to shape the Urban Village plan.”

Q2e	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	14%	6%	10%
Agree	66%	55%	60%
Strongly Agree	14%	33%	24%
Not Applicable	7%	6%	6%

Q2f. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “The organizers heard my views of the current conditions on E. Santa Clara Street.”

Q2f	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	0%	0%	0%
Agree	52%	45%	48%
Strongly Agree	48%	52%	50%
Not Applicable	0%	3%	2%

Q2g. HOW MUCH DO YOU AGREE OR DISAGREE with the following? “The organizers heard my future vision for the E. Santa Clara Urban Village.”

Q2g	Wednesday	Thursday	Combined
Strongly Disagree	0%	0%	0%
Disagree	0%	0%	0%
Agree	50%	51%	51%
Strongly Agree	47%	46%	46%
Not Applicable	3%	3%	3%

Q3a. HOW MUCH DO YOU TRUST the City of San José Planning Department to create a good plan for East Santa Clara Street?

Q3a	Wednesday	Thursday	Combined
None	5%	11%	9%
Some	59%	58%	59%
A Great Deal	36%	22%	28%
Don't Know/No Opinion	0%	8%	5%

Q3b. HOW MUCH DO YOU TRUST San José State University Urban Planning students and faculty to create a good plan for East Santa Clara Street?

Q3b	Wednesday	Thursday	Combined
None	0%	3%	2%
Some	29%	24%	26%
A Great Deal	58%	64%	61%
Don't Know/No Opinion	13%	9%	11%

Q3c. HOW MUCH DO YOU TRUST CommUniverCity to create a good plan for East Santa Clara Street?

Q3c	Wednesday	Thursday	Combined
None	4%	0%	2%
Some	29%	22%	25%
A Great Deal	42%	66%	55%
Don't Know/No Opinion	25%	13%	18%

Q4. Do you live in any of the following neighborhoods?

Q4	Wednesday	Thursday	Combined
Horace Mann	0%	12%	7%
Julian/ St. James	39%	12%	23%
Naglee Park	35%	38%	37%
Other	26%	38%	33%

Q5. What is your age?

Q5	Wednesday	Thursday	Combined
18-35	18%	9%	12%
36-55	43%	35%	38%
56+	39%	57%	50%

Q6. What is your ethnicity/race? (check all that apply)

Q6	Wednesday	Thursday	Combined
Hispanic or Latino	12%	6%	8%
Black or African American	8%	3%	5%
Native American or American Indian	0%	0%	0%
Asian/ Pacific Islander	8%	11%	10%
Middle Eastern	0%	0%	0%
White or Caucasian	69%	77%	74%
Other	4%	3%	3%

Q7. What is the highest level of education you have completed?

Q7	Wednesday	Thursday	Combined
Less than a high school degree	4%	3%	3%
A high school degree or GED	18%	3%	9%
A Bachelors degree	36%	33%	34%
A Masters degree, professional degree, or higher	43%	61%	53%

Q8. What is your gender?

Q8	Wednesday	Thursday	Combined
Male	59%	33%	44%
Female	41%	67%	56%
Other response	0%	0%	0%

Q9. How many people live in your home?

Q9	Wednesday	Thursday	Combined
1	20%	22%	21%
2	30%	38%	34%
3	17%	16%	16%
4	3%	14%	9%
5	3%	8%	6%
6	7%	0%	3%
7	17%	3%	9%
14	3%	0%	1%

Q10. What is your total household income?

Q10	Wednesday	Thursday	Combined
Less than \$9,999	0%	0%	0%
\$10,000 to \$39,999	4%	3%	3%
\$40,000 to \$59,000	9%	9%	9%
\$60,000 to \$99,999	30%	26%	28%
\$100,000+	57%	63%	60%

APPENDIX A: Community Workshop Notes

Wednesday, November 12, 2014

These notes are in “raw” form, transcribed from easels used at the community workshops. The notes are categorized only by participant table number/letter. The SJSU graduate student facilitators who collected these notes endeavored to rapidly capture participant comments and ideas as accurately as possible; please excuse spelling and grammatical errors.

Table A Notes

Note-taker #1:

How do you feel about the neighborhood?

- Tough corridor
- Everyone turns their back on it
- Disgusting streets because no one can afford to take care of them
- Buses are too large – too wide for the streets. There should be a transfer point where you can have smaller buses serving downtown more often.
- Graffiti discourages businesses from improving their own place. Merchants can't afford to replace glass all the time so you see more iron bars going up.

What is your favorite thing about what is currently in your neighborhood?

- Vung Tao restaurant
- No favorite place
- 10th street pharmacy (two people)

What do you envision in the urban village?

- | | |
|-----------------------------------|--|
| • Urban art history | • New retail |
| • Sound of vibrancy | • Music |
| • Food from around the world | • Cars and birds |
| • Hospital | • Good food and flowers |
| • Trees and beautiful landscaping | • Fresh air |
| • People shopping/dining | • Coffee shops |
| • Less bar noise | • Quiet – low traffic |
| • Smells like coffee | • Flowers wherever people are gathered |
| • Less pot | • Diverse people interacting |
| • Laughter | |

What would you want to preserve about what is there?

- Existing houses
- The skate park is a great asset – it brings all kinds of people together. But it can attract bad people after dark. We need more things like this.

What do you want in the urban village?

- Art studios
- Places for children's art
- Artists live/work spaces
- Not Starbucks!

- A place to hang out and meet people
- Places like the bagel shop/Naglee Park Garage
- I want to see people outside – coffee tables on sidewalks
- I want to be offered a lot of things to choose from
- A balance between things for residents and things for visitors
- Would like to see stores closer to each other so I don't have to walk that far between them
- Lots more houses – bring 'em on!
- More housing – this will entice shops to come
- I'd be ok with as high density housing as the market can bare
- I don't want to see high rises
- I don't want to see more houses at all – this will just make traffic worse
- I want to see a combination of art/education/housing... like an art college in the old hospital site with housing
- A combination of uses so that it is busy all day and night, not just after 5pm
- Art school with housing
- One lane of traffic on Santa Clara each way at a pedestrian scale and the crosswalks painted in so they are easier to see
- Frontages of houses facing the street – open to the street to encourage interaction
- I would like it to be easier to bicycle
- Would like to see something that talks about the history of the corridor – flags, photos, etc.
- More parks, but they take up a lot of space so maybe rooftop gardens/parks
- I want this to be a “village” – not super metropolitan
- High rises should stay closer to City Hall
- Medical center site needs to be developed ASAP
- Architectural design that matches the history
- Need better lighting – when the lights aren't working there needs to be a way to monitor and fix them
- Streets should be clean – like in Santa Barbara
- Hardware store
- Greenery alcoves with benches where people can stop and gather
- Public and pedestrian safety
- Artwork as an identity
- Urban village boundary should be changed to include San Jose State
- Preserve 100 year old character
- Variation in layout – variation in heights

Where do you want these things?

- Existing storefronts and new built space

Other comments:

- Pushing a business into a space won't necessarily give you that “3rd space” – you need to have something to activate it. For example, an art school surrounded by artist residences
- We should give SJSU students more of a reason to be there – student housing or housing aimed at students (like the Symphony development going in across from City Hall)
- We are not leveraging the assets we have at SJSU (URBP program)
- Support/engagement from SJSU is not consistent due to administrative changes
- We should amplify the thinking behind the MLK Library throughout the corridor
- There are free concerts at the theater on 5th, but not that many people use it
- I love the art sculptures by City Hall

- I like how the Alameda looks – there's not a good way to cross the street but there are beautiful buildings and lots of trees
- Santa Clara street is a pseudo freeway and the traffic needs to be slowed down
- Franchise shops (like Starbucks) are a utility. I can get my coffee there or I can get it by my work
- The “four corners of Starbucks” sucks
- The people here are our asset – we need to unite them to help identify needs
- Santa Clara is a barrier between the two neighborhoods on either side
- Santa Clara is not safe, not comfortable, and there is too much traffic – it's an edge, not a central place to bring people together
- Nobody is speaking on behalf of the 99% of people who actually live here but work too much to be able to come to community meetings. We all need to be represented – an authentic success wouldn't be to open up shops that the people who live here can't afford to shop in
- I'm old and I don't want to live in those high-rise senior living places. And I aint no Del Webb guy either! I want something different.
- Local merchants need help to reduce turnover

What do you envision for Coyote Creek?

- Bike/walking trail
- Get rid of pollution – that has to happen first
- We are missing our water feature like the oceanfront communities, Portland, and Seattle have
- Use it to connect parks

Note-taker #2:

How do you feel about the neighborhood?

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Table B Notes

Note-Taker #1:

1. Before the presentation

The resident concerned about upcoming developments.

2. Matt's presentation

Proposed 2040 General plan —Urban Village Plan

The goals of urban villages are small scale development, such as land uses and street trees development to create new job, and housing, and reducing green house gas to achieve sustainability.--One of the resident said that 26 years is too long from now.

Estimate 400,000 people will move in San Jose in the future.

3. Started with questions

- Residents said that most of people don't live here, but work here.
- Suggestion: More people, more opportunities, and more revenue. East Santa Clara Urban Village should develop higher building to attract more business to come, and people to live.
- They would like to keep Vung Tau restaurant.
Reasons: It is a family friendly restaurant and have bar to grab a drink
- Put speed bump or sign flags for pedestrian to cross(speeding often happened)
- Having better police service
- Fire station need to be updated (master plan)
- They would like to keep farmers market
Suggestion: It serves only on Wednesday, so residents suggested that it can be served in the weekends for most of people who work in weekday.
- Parking are limited
- No recreational service, such as night club.
- They would like to keep public rose garden, Victoria house, such as one on St. John Street, grocery outlet, and historical area.

Map exercise

- The residents like
A-6—they love garden because parks potentially have gangs hanging around.
A-1—it is friendly to students and people.
A-4, A-5—retails, buildings are nice, foot traffic, ideal place for young people.
B-3, B-4 mixed use—commercial and residential use.
Conclusion: No one liked residential only, people love mixed use.
- New housing and jobs should be focused on 8-10th along East Santa Clara Street and empty parking lot between 12th and 13th street
- The residents would like to have
 - Roof top garden (greenery)
 - Bike lanes
 - Bookstores
 - Yogurt shops
 - Bakery shops
 - Neighborhood café shops
 - Wifi service shops
 - Restaurants with clean restrooms
 - More parking spaces
 - Senior center which close to the housing
 - More open spaces
 - Artist studio
 - Higher density
 - Sidewalk for café
 - High rises
 - BID
 - New fire station
 - More street lighting
- The Residents thought about the safety issue, such as street lighting, graffiti and homeless issues. For example: One resident mentioned that 17th street is too dark at night. "People like to walk but they don't like to walk on East Santa Clara Street."

- Suggestion: bring more cops in the urban village.
- Residents thought buses on East Santa Clara Street are too large and dangerous to take at night.
Suggestion: Cut down the bus sizes, and run more frequency.
- Future planning suggestions
 - Building with architecture design
 - Improve street lighting (too many shadows)
 - Replace shops window glass because graffiti would discourage business
 - Clean, good design of streetscape, ex: Santa Barbara
 - Denser, but maintain the characteristic of the neighborhood
 - 4 stories building
 - Retail on the bottom, residential on the top.
 - Build a place for people to gather, such as trees, café, public seating, and arts.
 - More complex but organic
 - Preserve local business to protect their property
 - Integrate Coyote creek and SJSU --Refine the boundary
 - Make the neighborhood unique than others

Note-Taker #2:

I was able to attend the East Santa Clara Street Community Workshop as a notetaker on both Wednesday and Thursday nights and was able to learn much about the community's wants, needs, and dislikes. Many local residents expressed the views below:

1. A need for commercial use, including offices and retail, in order to generate more revenue for the City of San Jose.
2. At the same time, many people demanded more small, multi-family housing in order to accommodate for the growing population.
3. During both nights, many people supported mid-rise, higher-density, mixed-use developments with commercial below (such as coffee shops, restaurants, and other retail on ground-level) and housing or offices upstairs. They thought this would bring in an appropriate amount of activity, support for local businesses, and safety in numbers.
4. Majority of the local residents and business owners expressed an interest in mixed-use buildings no higher than 5-6 stories tall, and specified that they did not want tall sky-scrapers. Some also agreed that even some buildings in downtown San Jose were too tall. No one at my tables advocated for single-family homes or skyscrapers.
5. Though it was not the most critical concern, many people also expressed an interest in public places such as community parks and restoring the creek.
6. Many people shared their enthusiasm for expanding the local farmer's market, and some even suggested having rooftop gardens.
7. People also expressed an interest in community gardens more than typical parks, citing that it would not invite undesirable visitors, such as homeless people loitering.
8. People did not want bars, but restaurants that offered drinks as well as sit-down meals.
9. People wanted sidewalk cafes and sidewalk benches.

10. People want East Santa Clara Street to be smaller – they feel it is too busy, fast, and dangerous.
11. Many people want a bike lane, such as a green bike lane that is existing on San Fernando.

Table C Notes

Note-Taker #1:

WHAT WOULD YOU SEE WHEN YOU ARE ON THE VTA, LOOKING OUT THE WINDOW?

- Yoga Studio
- Police Station
- People walking; running errands on foot, not cars
- Gardens; green landscape

WHAT WOULD YOU SEE WHEN YOU ARE WALKING DOWN THE STREET?

- Open spaces
- Green space; more trees
- Wide sidewalks
- Bike lanes

WHAT DO YOU WISH TO SEE?

- Family appropriate stores on the corridor with nice window displays
- Sustainable businesses
- Cayote Creek improvements
- More shops like “Garage Restaurant” and “Bagel Shop”
- Mixed use development- housing on top of businesses
- Redevelop unused spaces
- Businesses that are here to stay
- A vibrant downtown
- Integrated transportation; VTA connect to BRT
- Extend the study east of Cayote Creek and Five Wounds, all the way to 24th

WHAT WOULD YOU LIKE TO STAY THE SAME?

- The health clinic on 19th street
 - How will it be developed?
- Vung Tao
- Dry Cleaners
 - But, needs to be aesthetically improved
- Horace Mann Elementary

WHAT KIND OF PHYSICAL CHANGES WOULD YOU LIKE TO SEE?

- Better and more street lighting
- Outdoor dining
- A planted medium
- Wider sidewalks with transit hub
- Less street parking
- More bike infrastructure
- Better public transportation

WHAT WOULD YOU LIKE TO SEE?

- Better control of traffic
- Another road for cars to go through so they can avoid Santa Clara
- Don’t want to see residents pushed out of their homes

DESIGN ACTIVITY 1

- Prefer B2 and B3
- Don't want a 4 story building overlooking into my backyard
- Want pedestrian friendly
- Set back curb
- More local business; not Starbucks or Peet's
- Tier up scale
- Inspiring neighborhood designs: Willow Gen Japan Town; shops like Roy's

DESIGN ACTIVITY 2

- Prefer A1 and A2
- Have parks with density housing around it
 - But parks might attract more homeless people
- Mixed-use; pedestrian friendly scale
- Want to walk down the street and grab a coffee
- Greenery buffer

WHAT KIND OF FUTURE DEVELOPMENTS WOULD YOU LIKE TO SEE?

- Add senior park next to medical center
- Develop medical center with a park or open space
- Develop senior centers
- Soften the edges between buildings
- Not too dense but still urban
- Protect existing homes
- Develop next to Horace Mann school
- Extend the corridor to west of city hall
- BART line near Five Wounds

HOW DO YOU FEEL ABOUT BRT?

- Rather see express buses
- Smaller scale BRT with more frequent service
- Have a lane dedicated to a bus
- Have lanes that change directions during peak hours
 - EX: golden gate bridge
 - Change the bylines
- Keep two lanes
- Elevated overhand transit stops

CLOSING REMARKS

- Add more green space
- Develop the farmer's market area
- Add more healthy grocery stores
- Make streets more attractive and pedestrian oriented
 - More trees/ landscaping
 - No more "sketchy" businesses
- Park near medical center
- Control for people on bikes; make sure they obey same traffic rules

Note-Taker #2:

Community Feedback:

Four out of six participants at our table were of European descent and residents from both sides of E. Santa Clara Street. The other two were local employees; one of whom was Asian American and the

other Latin American. All participants were enthusiastic to state their concerns. Upon arrival at the table, participants began drawing on the map set in the middle.

The residents were primarily concerned about historical preservation through design sensitivity and the employees were primarily concerned about affordable housing and equal access. All participants were concerned about pedestrian safety along E. Santa Clara St. and enlivening commercial activity. One resident was particularly adamant about his cynicism of the planning process and felt that the discussion is “all about real estate.” Nevertheless, the resident expressed a concern for water management done through sustainable design practices such as bay-friendly landscaping and grey water collection.

The residents felt there is great value in the historical architecture and community character present. They were concerned that this “flavor” would get lost in the urban village development process. They expressed a desire create a sense of place and avoid homogenization. There was a distinct fear of high rises (more than 4 floors) and conflict with existing residential areas close by. The residents preferred smaller, human-scale construction with density concentrated closer to Downtown. In addition, they felt that there needs to be a way to showcase the history of the area via signage or banners.

Affordable housing was of great concern as well. There was a common agreement that the area is rich with diversity and that this may be lost if families or business owners are priced out of their properties. The participants expressed a need for senior housing and micro business assistance to help bolster the existing economy. Some suggestions included street beautification through sidewalk and window cleaning, graffiti removal, and improved lighting. Participants agreed that because businesses are explored primarily through pedestrian activity, pedestrian safety and accessibility needs to be improved along the corridor. Some thoughts included welcoming and vibrant public spaces, lighting, mixed use buildings with retail on the bottom and housing above, more neighborhood centers, and off-street parking. There was a distinct opinion to design the area for all types of people.

Finally, there was a desire to reactivate the creek for public access. The participants believe the creek to be an asset though currently a homeless encampment haven. There was a strong desire for a continuous creek side trail all along the creek. They also mentioned the possibility for rooftop gardens or parks for more open space access. Another participant mentioned a need for more electric car charging stations.

Table D Notes

Note-taker #1:

There are five residents participating in the discussion in our table. Before facilitator asked questions, they share opinions toward what they value. Mostly, the assets such as transportation choices, university, work opportunity, farmers’ market, etc. in the downtown area are the reason they would like to live. Next, facilitator asks 3 main questions.

Question 1: What would you want to see in your neighborhood?

In brief, residents want to see more art galleries, coffee (but not Starbucks), greenery along streets, and a place make people gather together (like community center). The unutilized buildings they wish will be used in the future soon. With regarding to their neighborhood, they hope to create an asset-based community that can support the community itself to grow. In addition, they want their neighborhood can be more livability and affordability.

Question 2: What's your vision for Coyote Creek?

Most of them see Coyote Creek as an opportunity for their neighborhood. They all agree that the pollutions, the access to Coyote Creek and the homeless are three biggest problems. They hope in the future there will be a nice trail for residents to go up and down along the creek.

Question 3: What assets do you want to see?

They think housing, university extension, and transportation can be developed in the future. Especially, university is an important asset for E. Santa Clara urban village. The current problem is that the university only impacts its north area within two to three block. They think the university and other communities in the urban village area can be connected more closely. In addition, they can accept high density but with mixed land use. They hope the area will be in natural vibrancy with students, older people and working class.

Note-taker #2:

How do you feel about the neighborhood?

- Tough corridor
- Everyone turns their back on it
- Disgusting streets because no one can afford to take care of them
- Buses are too large – too wide for the streets. There should be a transfer point where you can have smaller buses serving downtown more often.
- Graffiti discourages businesses from improving their own place. Merchants can't afford to replace glass all the time so you see more iron bars going up.

What do you envisions in the urban village?

- Urban art history
- Sound of vibrancy
- Food from around the world
- Hospital
- Trees and beautiful landscaping
- People shopping/dining
- Less bar noise
- Smells like coffee
- Less pot
- Laughter
- New retail
- Music
- Cars and birds
- Good food and flowers
- Fresh air

- Coffee shops
- Quiet – low traffic
- Flowers wherever people are gathered
- Diverse people interacting

What is your favorite thing about what is currently in your neighborhood?

- Vung Tao restaurant
- No favorite place
- 10th street pharmacy (two people)

What would you want to preserve about what is there?

- Existing houses
- The skate park is a great asset – it brings all kinds of people together. But it can attract bad people after dark. We need more things like this.

What do you want in the urban village?

- Art studios
- Places for children's art
- Artists live/work spaces
- Not Starbucks!
- A place to hang out and meet people
- Places like the bagel shop/Naglee Park Garage
- I want to see people outside – coffee tables on sidewalks
- I want to be offered a lot of things to choose from
- A balance between things for residents and things for visitors
- Would like to see stores closer to each other so I don't have to walk that far between them
- Lots more houses – bring 'em on!
- More housing – this will entice shops to come
- I'd be ok with as high density housing as the market can bare
- I don't want to see high rises
- I don't want to see more houses at all – this will just make traffic worse
- I want to see a combination of art/education/housing... like an art college in the old hospital site with housing
- A combination of uses so that it is busy all day and night, not just after 5pm
- Art school with housing
- One lane of traffic on Santa Clara each way at a pedestrian scale and the crosswalks painted in so they are easier to see
- Frontages of houses facing the street – open to the street to encourage interaction
- I would like it to be easier to bicycle
- Would like to see something that talks about the history of the corridor – flags, photos, etc.
- More parks, but they take up a lot of space so maybe rooftop gardens/parks
- I want this to be a “village” – not super metropolitan
- High rises should stay closer to City Hall
- Medical center site needs to be developed ASAP
- Architectural design that matches the history
- Need better lighting – when the lights aren't working there needs to be a way to monitor and fix them
- Streets should be clean – like in Santa Barbara
- Hardware store
- Greenery alcoves with benches where people can stop and gather

- Public and pedestrian safety
- Artwork as an identity
- Urban village boundary should be changed to include San Jose State
- Preserve 100 year old character
- Variation in layout – variation in heights

Where do you want these things?

- Existing storefronts and new built space

Other comments:

- Pushing a business into a space won't necessarily give you that "3rd space" – you need to have something to activate it. For example, an art school surrounded by artist residences
- We should give SJSU students more of a reason to be there – student housing or housing aimed at students (like the Symphony development going in across from City Hall)
- We are not leveraging the assets we have at SJSU (URBP program)
- Support/engagement from SJSU is not consistent due to administrative changes
- We should amplify the thinking behind the MLK Library throughout the corridor
- There are free concerts at the theater on 5th, but not that many people use it
- I love the art sculptures by City Hall
- I like how the Alameda looks – there's not a good way to cross the street but there are beautiful buildings and lots of trees
- Santa Clara street is a pseudo freeway and the traffic needs to be slowed down
- Franchise shops (like Starbucks) are a utility. I can get my coffee there or I can get it by my work
- The "four corners of Starbucks" sucks
- The people here are our asset – we need to unite them to help identify needs
- Santa Clara is a barrier between the two neighborhoods on either side
- Santa Clara is not safe, not comfortable, and there is too much traffic – it's an edge, not a central place to bring people together
- Nobody is speaking on behalf of the 99% of people who actually live here but work too much to be able to come to community meetings. We all need to be represented – an authentic success wouldn't be to open up shops that the people who live here can't afford to shop in
- I'm old and I don't want to live in those high-rise senior living places. And I aint no Del Webb guy either! I want something different.
- Local merchants need help to reduce turnover

What do you envision for Coyote Creek?

- Bike/walking trail
- Get rid of pollution – that has to happen first
- We are missing our water feature like the oceanfront communities, Portland, and Seattle have
- Use it to connect parks

Note-taker #3:

1. General thoughts on the corridor
 - a. Tough corridor
 - b. Everybody turns its back on it
2. What do you hear in this corridor
 - a. Urban art history

- b. Vibrant music
 - c. World music
- 3. If you look out from a VTA bus what do you see
 - a. Site with award winning hospital before it was destroyed
 - b. Diverse people interacting
- 4. What would you like to see here
 - a. Linear flower park along Santa Clara St allowing other sites to be used for development and vibrancy
 - b. Trees landscape, transit waiting, music, great food, less urine and less pot
 - c. New retail stores
 - d. Some music, birds
 - e. Flowers
 - f. Restaurants
 - g. Fresh air, trees flowers, coffee low traffic wise
 - h. Flowers, wherever people are gathered
- 5. What are you favorites places
 - a. Vung Tao
 - b. Transportation
 - c. Backestr park
 - d. Ecclectic location, for work for education
 - e. 10th street pharmacy (mentioned by two people)
- 6. What do you want to see? Preserve? Improve?
 - a. Keep existing housing, opportunities
 - b. Art galaries, artist studios
 - c. Kids art
 - d. Live/work spaces for artists and affordable places for these artists
 - i. (concern that there is no space for this)
 - e. Support more than just rental units
 - f. Shops, stores, need a higher concentration
 - g. Storefronts turnover because no viable business
 - h. Environment where you can hangout and meet people
 - i. Place where people run into people everyday
 - j. In San Jsoe, people only associate with people near them
 - k. 3rd space can activate a space for artist which draw neighbors in
 - l. Give students a reason to walk down Santa Clara St
 - m. Walk away from SJSU and not know there is a university there
 - n. MLK is a great success of an impact on it's surroundings
- 7. Things you like about areas nearby
 - a. 4th and San Fernando because people are there all the time
 - b. Good art in front of city hall
 - c. Good job around 4th and San Jose city hall
 - d. Artists happy at the place in the alameda

- e. Crossroads are used at the alameda
 - f. Alameda makes it hard to use crosswalks
8. General thoughts
- a. *A little bit of everything is nothing, wants to add to have more consistency*
 - b. San Francisco has neighborhoods, can Santa Clara st become a neighborhood if we add an artist environment?
 - c. Asset based community development, communiversity does a good job at this
 - d. Asset is the people, them together to learn commonalities
 - e. Physical space is great by you need the people
 - f. East Santa Clara like an edge between two sides/two communities
9. Thoughts on Coyote Creek
- a. Like to see biking and walking trails
 - b. Clean it up, homeless people use it
 - c. Opportunity, San Jose needs a water area for grounding
 - d. Homeless, pollution
 - e. Opportunity buy not doing much
 - f. Needs a good idea
 - g. Bike pedestrian trail gives incentives to keep it cleaned up
 - h. Talks of connected trails
 - i. Skatepark, all kids of birds, throw a football, good mixing pot
10. More thoughts/improvements
- a. Pedestrian scale
 - b. Improved safe crosswalks
 - c. Mixed use
 - d. Colored bike lanes
 - e. Marked cross walks

Table E Notes

Note-Taker #1:

The community members participating in the workshop shared different perspectives and concerns regarding the E Santa Clara corridor and urban village. One of the community members was a landscape architect who highlighted the need for landscape elements along E Santa Clara Street, to create an interesting experience for pedestrians. A few community members were concerned about maintenance and upkeep of the street. They were interested in finding out what kind of development would be planned for the vacant lots between 13th and 17th street. A few residents expressed concern regarding high-rise development of plots adjoining single-family homes. Most of the community members shared views about not wanting to see development without supportive infrastructure in place. Residents feel that there should be a sense of place and community building before bringing in business.

As a product of the workshop, community members presented top strategies or priorities for the urban village along E Santa Clara corridor. Firstly, residents suggested that the City expand the boundary of the urban village to include San Jose State University, Coyote Creek, and City Hall as anchor points and places of interest. The urban village needs to have connections with E St. John Street and the anchor points. Secondly,

community members expressed the need to preserve the historic buildings and single-family residences, especially between 7th and 13th street. Thirdly, residents would appreciate if there a gradual increase in building heights from single-story structures to the E Santa Clara Street. Preferably, high rises should be located close to downtown, near city hall which areas already have some high-rises. Further, community wanted to see more mixed uses consisting of inviting street frontages with shops, commercial uses on the street-level and residential uses on floors above.

A majority of community members suggested having a streetscape concept for this urban village, which minimizes concrete. Residents also highlighted the need for preserving uses such as the Vietnamese restaurant and Church, which are some interesting elements along the E Santa Clara corridor. In addition to sidewalk improvements, residents suggested that building uses along the street include bike shops and uses such as pocket parks or parklets.

The results of the photomontage exercise revealed that the participants liked options with mixed use buildings, four to five stories high, and with wider sidewalks. Buildings with different textures and architectural styles were appreciated. Overall, the resident comments were focused on development along E Santa Clara Corridor and streetscape improvements. In addition, many questions were raised with reference to how urban village plan would impact single-family residents. Particularly, a few residents frequently mentioned “Santana Row” type of street development, and wished that the ESC corridor had similar walkability and pedestrian experience. Transportation Connections across the corridor in the form of shuttles was another solution discussed during the workshop.

Note-Taker #2:

Our URBP 232 class attended the East Santa Clara Urban Village (ESC UV) workshop on- Wednesday November 12th, 2014. We were assigned the task of being notetakers. A total of 64 residents attended, marking the event as a success on both days scheduled. The following questions were asked by the facilitator for small table discussions at the workshop:

1. The City has designated East Santa Clara as an "urban village", an area where the City plans to concentrate new housing and job development. As East Santa Clara evolves over the coming decades, what would you like to see stay the same?
2. What physical changes would you like to see on East Santa Clara Street?
3. This "Design Your Street" exercise looks at two different locations along East Santa Clara Street and offers a number of future visions for these areas. Try out a few of these future visions for a couple of minutes, and then share your thoughts.
4. The East Santa Clara Urban Village boundary extends from City Hall to Coyote Creek. As we consider this area, where should new housing and jobs development be focused?
5. The VTA is making significant investments on East Santa Clara Street to support improved transportation for everyone with the implementation of Bus Rapid Transit (BRT). How can transportation options along this street be improved?
6. How do you envision parks and plazas to be added as new development occurs?

7. To help plan for commerce and business growth along East Santa Clara Street, what are some qualities of a good neighborhood establishment and how do you think new businesses can adopt these qualities?

*** Due to limited time and many people discussing one topic not all questions were answered.*

Public Artist's Postcard Activity

As an ice breaker session local public artist hosted a postcard activity where a few questions were asked. Below are two answers from the attendees that were read out aloud.

- Plant flowers everywhere in the neighborhood, in curvilinear manner than rectangular.
- Expand the boundary, misses out connecting different anchors of the neighborhood such as City hall, San Jose State University and the Horace Mann school. Extend to Coyote Creek.

Attendee Introduction

1. *Resident:* Nervous and Upset. Homeowner since 1991, a 12th street resident. Wondering what the City wants to do in the small corridor. Her block falls under the boundary; concerned about high rises coming in.
2. *Resident:* Lives within the boundary. Likes living downtown. Cycleable, everything is nearby (dentist, farmer's market, chiropractor etc..) to him and his family. Walks the street often. Wants more businesses along the sidewalks for a more enjoyable walk. Doesn't like walking on the road at times due to bus fumes. Wants a coyote creek trail.
3. *Resident:* Loves walking the neighborhood. Wants creek to be a resource. Upset over medical facility leaving.
4. *Campbell resident:* Wants to learn more about urban villages. No more cookie cutter housing. Also wants boundary extended, also with SJSU, along with Coyote Creek needs.
5. *Attendee:* Wants to observe process. Had bad experience with Stevens Creek Urban Village. Felt insulted. Wants to further understand how the City is preparing for the big changes they keep talking about and how residents need to prepare for it. Concerned about what the City means by "getting it right."
6. *Attendee:* Wants triple the amount of parking along the corridor to allow him to enjoy being able to visit the corridor.
7. *Resident:* Feels like the neighborhood has been left behind in time. Wants better connectivity with schools, San Jose State University (SJSU) and ESC. Why skip City Hall and SJSU from the boundary? They are the anchors of the neighborhood, neighborhood can benefit from their presence.
8. *Attendee:* Concerned about transportation and infrastructure of the neighborhood.

What would you keep the same along ESC corridor?

- Saint John's has a lot of homes. Preserve historic buildings.
- Does not want to see any displacement. Preserve them ! leave them out of the development process.
- 10th street pharmacies been there at least since the 40's.
- Church that caught fire.

What would you want to have along ESC corridor?

- Bookstore
- Bike shop
- High density residential
- Mixed frontage
- Parklets
- Bulb outs
- Wants variations referencing to Santana Row
- Wants pedestrian access to Coyote Creek, along with maintenance and upkeep.

Create a community before bringing in businesses. Need people around to support the businesses that will be placed.

Solve sidewalk issues. Does not want to see so much concrete.

Design your neighborhood activity:

Activity "A"

A1 who will pay for it ?

A2 One vote, not bad

A3 No vote

A4 Five voted yes.

A7 No vote

Likes mix use, business at the bottom, residence at the top. Park option not much do-able, concerned about who will pay for its implementation and maintenance.

Lot depends on lighting. Vung Tao and Vegetarian House restaurants are successful

Outdoor seating takes up sidewalks, doubtful whether they want outdoor seating, or not.

Activity "B"

B1 No vote

B2 No vote, Looks outdated

B3 Two votes Fine with height, nice varied mixed use fancy frontage. Liked different textures.

B4 No vote

B5 YUCK ! Does not want somethings that is downtown New York in San Jose. Looked more like LA

Would Like bike lanes, would make it feel more residential.

Student parks in the neighborhood, some neighbors are concerned and would like permit parking within the neighborhood. Likes the option of BRT if its going to be effective and efficient.

How high?

4-5 stories, depends on which blocks are being considered.

Mixed heights, not a canyon of 6 stories. ^ stories for some are pretty tall to digest. High near ESC is ok but residents behind the boundary are concerned of the height.

You dont want to smother neighbors, gradual increase in height and setback.

don't put BOOM a high rise near a two storey building.

Look at closing streets (Ex: 11th street) access from ESC to connect neighborhood to the north.

Move firehouse

More people= more activity

Too many cross streets along the corridor. wants pedestrian link to ESC. Closing streets, concern for safety due to less activity.

Three key take away points:

- Redefine boundaries, include coyote creek anchor SJSU and City Hall.
- Preserve residential development the victorian homes which are 100 years old.
- Likes the option of mixed uses (business at the bottom and residence on top). Not too high though, between 4-6 stories.

5th to 10th street has a lot of potential

Wants to rename “urban village” to “community village” may be as a sub-par, as the term does not quite set well with them.

Summary of Workshop

1. Buses are too long-wants shorter buses with frequent service which seems to lead to the community accepting BRT services.
2. Does not want the neighborhood to look depressing.
3. More community sense required.
4. Buildings need coordination. Must accommodate older homes, must have themes not new bright and shiny structures.
5. Upgrade lighting of streets. Too dark that it becomes hard to see people's silhouettes.
6. We need activity and monitoring along ESC.

7. Graffiti discourages people. Makes the neighborhood look ghetto-ish.
8. Cleanliness required or else it is not inviting, wants street sweepers.
9. Hardware store is a good option to be brought into the corridor.
10. Wants organic growth of neighborhood. Density of 4 storeys with preservation of old homes.
11. Open spaces, parklets, nodes, cafes with open seating.
12. Safety is an issue.
13. Art as an anchor, an identity of place-making.
14. Urban density with retail.
15. Respond sensitively.
16. Eliminate street parking.
17. Connect city assets.
18. Pedestrian access from 8-11th street to connect SJSU with ECS.
19. Variation of layout.
20. PRESERVE old architectural homes.

Questions asked by attendees

1. How will urban village affect the victorian homes in the neighborhood?
2. Why were these blocks selected for ESC Urban Village?
3. What is going to make ESC UV any different from the other UVs present in the City?
4. Where is the sense of community, how will they be translated?
5. What is the City's streetscape concept?
6. Will BRT eat up one lane of traffic if implemented?
7. Is the water district operational along 16-17th street?

Table F Notes

Note-Taker #1:

NOTE TRANSCRIPTION:

Call-outs in blue signal something everyone at the table responded to strongly

Artist Engagement

Everyone introduced themselves and filled out their postcards. This is what they came up with

I Wish → I had somewhere to walk to

I wish → Windows and awnings that give shade

Sighs and Smells → The bagel shop with friends

I wish → Bulb outs and people on benches

I wish → Outdoor Café that represents the diversity

I see → Skate park with my son, an art installation

I see → Watching the sunset on a bench

I see → Gardens, trees, people walking dogs

I wish → To Plant Flowers in Concrete

I wish → To Put parks on top of parking lots!

Question 1: What would you like to see stay the same?

- Feeling of Ethnic Diversity
- KFC NEEDS TO GO
- Roosevelt Park (though there are concerns about safety)
- Walgreens is a great asset to community
- Architecture
- Firehouse (Firemen provide a great service and are a fixture in the community)
- Parking should stay! Do not take away out parking! It will keep the corridor livable!

Question 2: What physical elements would you like to add to East Santa Clara?

- Rear-facing parking
- Open store-fronts
- Pedestrian safety
 - o Medians
 - o Signs
 - o Flagging
 - o No more "Cuckoo" sounds, something less abrasive
- Bike Lanes
- Street Trees
- Community Gardens
- Greenery "Alcoves"
- Plaza

Many residents pointed to Willow Glen as being the best example in San Jose of a place that encourages interaction

Question 2: What areas should we focus on?

- o Whole Corridor should have mixed use
- o "All of it is fair game"
- o Beautify and improve large concrete structures
- o KEEPING PARKING BUT MAKING IT LESS UGLY

Question 3: What are some cities that show good examples of what you'd like to see on East Santa Clara

- o **New Orleans:** French Quarter and Magazine Street provides eclectic mix and texture. Invokes pride, and people take care of their properties. Gives it individual touch. SHOULD NOT LOOK OVERLY DESIGNED.
- o **Chicago:** Millennium Park and the "Bean", with the lake nearby. Really a unique place. "The Bean" is a good example of public art that brings people together.
- o **San Jose:** Willow Glen. The little plaza works well.
- o **An Organic City:** How can the planning process nurture organic growth?
- o **San Francisco:** Hayes Street in San Francisco lets people spill out into the plaza

"How do I see the city through my kid's eyes? Process should be driven by youth"

Questions 4: What are elements that you don't think work well on East Santa Clara?

- o KFC is ugly and brings about unwanted people
- o Parks are not safe
- o No consistency
- o Stores have no complementary uses
- o Safety re: the homeless population

Collage Exercise "A"

A4 → Large Windows, well kept, easy to navigate, human scale but still maintains density.

A1 → Green Space, seating, opportunity to see sky, destination for art.

Collage Exercise "B"

B3 → Aclove feel, sidewalk cafes, texture on building façade, good height at four stories, street parking, setbacks of the storefronts

B1 → Seating, inset balconies, trees, has character

Question 5: How can transportation be improved?

- o bike lanes
- o shelters bus tops
- o bike racks on buses
- o trash cans
- o NO BIKING ON SIDEWALK

KEY TAKEAWAYS

- o Development should focus on services: Food, personal care, more varied retail
- o Lots of greenery
- o Attend to blight and safety concerns so that people will walk down the corridor instead of focusing on one particular place they need
- o Crack down on illegal businesses
- o Increase pedestrian safety
- o Mixed use - shops on bottom, retail on top
- o Art as a focal point, a destination
- o Organic growth out of current neighborhood - Don't just build a Santana Row
- o No "Pour and grow" mall

Note-Taker #2:

Community members

- Residence in the area, one from Naglee Park.
- 2 have children that go to Horace Mann Elementary.
- One is a transplant from NY, other is from Canada (Professor in Environmental Studies, Stay-at-home Mom)

The group liked/favored the concept of Urban Villages in the area. In particular the community favored with the following elements:

- Walkability

- Large sidewalks
- Shade- large awnings and trees
- Greenery / Parklets
- Large intersection bulb-outs
- Better crosswalks
- Eating and seating areas – including cafes
- Benches and tables
- Safety- for families and people to walk their dogs
- Large open space
- Creating a Destination Area
 - Parks and roof-top gardens
 - Art Work
 - Public gathering places
 - Plazas, fountains
 - A comfortable place for community/social interactions
 - Well lit
 - Water elements
 - Better retail
 - House of Bagels
 - Boutiques
 - No malls
 - Variety
 - Welcoming
 - Examples: Paris, Willow Glen ice cream shop with open fountain on the corner, Millennium – Park in Chicago (fountain, view, interactive for everyone, Big Art- reflective bean), Mamol Art in Canada (Giant pregnant spider)
- Denser Residential Development / Mixed Use (throughout entire corridor)
 - Commercial/Retail on street level with ease between shops and the sidewalks
 - 4 stories ok height, still comfortable
 - Design with variety in setbacks, not one straight edge along street
 - Architectural Design/Elements (not cookie cutter or big and blocky)
 - Businesses open to street
 - Example: Santana Row (not so high-end)
- Multi-modal
 - Walkable
 - Bike friendly with bike lanes
 - Accessible Bus network

What community would like within corridor:

- Vibrant Urban Space that represents them
- Organic Growth
- Less car oriented
- Create a place the future youth would like to live in

- Can't be done with one vision, needs multiple layers
- Keep:
 - Ethnic Diversity/variety – represents the neighborhoods
 - Vung Tau Restaurant
 - Parking / Ease of parking (downtown is very inconvenient)
 - Fire station
 - Walgreens (asset)
 - Dry Cleaners
 - Parks (asset)
 - Need major clean up and fix homeless problem (Roosevelt)
- Get rid of:
 - Empty lots
 - Homeless problem
 - Illegal activity
 - Foot massage parlor – secretly a “rub and tug” establishment
 - “Mob” Pizza place – Doesn't really sell pizza
 - Punjab Café – crack bouncer
 - Cheep businesses (lingerie and fake bags)
 - KFC
- Improve:
 - Lighting
 - Connection btwn Naglee Park (nice place to walk) and E. Santa Clara (not a nice place to walk)
 - Blight on E. Santa Clara, not walkable
 - Transit Options
 - Traffic moves freely
 - More bike lanes!
 - No biking on sidewalks
 - Sheltered bus stops with benches
 - Bus with bike racks on board
 - Lighting and trash cans
 - More local services
 - Food
 - Personal care – gym
 - Boutiques
 - Parklets
 - Pedestrian friendly elements
 - Better crosswalks
 - Trees
 - Large open space
 - Place for community interactions (like an alcove)
 - Don't like stark area in front of SJ City Hall
 - Not welcoming

- Needs trees

Table G Notes

Note-Taker #1:

Participants' introduction and why they came to the workshop.

1. 13th Street Naglee Park resident, San Jose Women's Club member, member of business association
 - Wants to maintain historic nature of the street.
 - Doesn't want residences on both sides of the street to be demolished.
 - Doesn't want to see high rise.
2. Affordable housing advocate, travels on ESC Street, long time San Jose resident
 - Worried about displacement.
 - What is going to happen to micro businesses and current residents?
 - Will the rents rise?
 - She supports dense housing
 - Wants to see balance of high rise and low rise buildings.
3. Resident near Coyote Creek, retired civil engineer
 - Concerned about water conservation.
 - Wants to see climate appropriate landscapes.
 - Cynical about the process and that the final decision will be made by the developers.
4. Resident on 16th Street for the past 7 years and lived in the neighborhood for 20 years.
5. Manager from East Santa Clara library
 - Concerned about pricing out current residents.
 - Wants to see more affordable housing.
 - Wants to see balance between high rise and low rise buildings.
6. Resident 15th Street and James Street, member of Victorian preservation
 - Keep old houses, don't tear them down.

Small table discussion

- Connect north and south side of the street
- 16th Street should go through and connect to St. John Street
- Provide thoroughfare at 15th Street.
- Provide nice shops, trees and well maintained street.

Question: What should stay the same in the street?

- Don't want really high density
- The street is depressive
- Not a walkable street
- Trees are broken
- The streets are not safe at night
- The street is a destination for certain people
- Balance change
- When development happens, we will lose people and diversity.
- Want the parking lot at 17th Street and St. John Street intersection to be developed.
- Taper building height towards the residences. Example, Winchester and Santana Row.
- Heights should be compatible.

- Medical facilities got pushed out of the neighborhood
- More denser development along ESC is a concern
- How many landlords are involved in Urban Village process?
- Keep the unique character of the street
- Keep historic value
- We should be able to walk around
- Clean the facades and make the shops more welcoming
- Likes the houses in the neighborhood
- Need more places to go to at the ESC Street
- Prostitution problem
- Like the area but make it more safe
- Keep the light rail and VTA bus route
- Coyote Creek is underused and ignored
- Homeless encampment problem along the creek
- The small shops in ESC street are special
- Help business people improve sales.
- Clean sidewalks and the windows that display merchandise
- Make the street more connected with public transit. Example, Chicago.
- Need more parking lots
- Rapid transit stops are far away from each other
- Provide parking behind the buildings.
- Provide electrical charging points in the parking lots
- Lost the opportunity to have trail along Coyote Creek because of the existing housing
- Creek is a resource.

Question: What other transportation changes would you like to see?

- Provide better lighting and bike lanes
- Provide opportunities for people to come to ESC and sit
- Worried about mini malls
- Love the diversity in the neighborhood
- Keep the character of the street and maybe provide housing above the existing buildings

Design your street exercise – Option B

B2- Likes the historic character

B5- Looks too much like a warehouse

B5- This building could be located anywhere

Other comments:

- Provide different densities in the Urban Village
- Build less height
- Have businesses on first story
- Build mixed use

Design your street exercise – Option A

A5- Too intense

A1- Park to walk and the visitors can come to the park from the facility behind the location

Other comments

- Build high rise closer to downtown and lower height as we go towards Coyote Creek for good transition.
- 4 floor height is acceptable
- Parks create different texture to the street

- Can have roof top gardens and community gardens
- More civic amenities like Roosevelt Community Center.

Summary of points from all the tables

- o Traffic congestion is a problem -1
- o Focus on maintenance and cleanliness -1
- o Extend scope of the urban village past Coyote Creek and City Hall -2
- o Concerned about the north side boundary - 1
- o Concerned about the medical facility - 1
- o Provide a park in the empty lot next to the medical facility - 3
- o Like to walk but not on ESC Street - 2
- o More open space -3
- o Softer edges - 1
- o Make the street more pedestrian friendly -1
- o More local shops - 2
- o Establish a community -1
- o Build around the people -1*
- o Use Coyote Creek as a resource -3
- o Open to anything but retain sense of community -1
- o Use SJSU as a catalyst -2
- o More daytime activity -2
- o Provide public art -1
- o Emphasize historic area-2
- o Respect historic neighborhood -1
- o Balance height of the buildings -2
- o More parks and roof top gardens -3
- o Provide larger sidewalks -1
- o Provide walkable and relaxing neighborhood -1
- o Build high rise towards downtown -1
- o Provide clean streets -1
- o Facelift fire station -2
- o Improve lighting conditions -1
- o Provide shops in the first floor and housing above -1
- o Businesses will bring more revenue, which will afford more cops and hence make the neighborhood more safety -2
- o Provide safety and increase walkability -2
- o Provide more shops and more people will use -2
- o Provide bus service on ESC to downtown -1
- o Smaller buses and lesser travel time -1
- o Coordination between building heights -1
- o Upgrade lighting -1
- o Monitor street lights and change broken lights in a week -1
- o Remove graffiti on shop windows -1
- o Increase cleanliness and street sweeping -1
- o Provide hardware store -1
- o Allow organic growth of the neighborhood -1

- Maintain the present character of the street but have more density -2
- Provide mixed use -2
- Provide small pockets of greenery -3
- Provide small nodes of gathering -3
- More seating -3
- More trees-3
- Provide public art where people can gather-3
- Maintain independent businesses -2
- Respond more sensitively, especially towards building heights-2
- Eliminate 7th street parking
- Redefine boundary, include Coyote Creek, City Hall, and SJSU.
- Protect homes
- Preserve sense of place
- Variation in the layout. Provide parks, open spaces and building heights

Table H Notes: Spanish Speaking Table

Note-taker:

Answers to Question #1

- The medical buildings and stores like supermarkets should stay. This is very important to my neighbors and I

Answers to Question #2

- There needs to be less traffic
 - We need more rapid public transit and they need to much more compacted in size.
 - The speed for public transit needs to quick, but constant, of course this varies by location.

Answers to Question #3

- Preference to Visual A1- This visual is nice, but this park shouldn't be big, rather it should be smaller and there should be places to eat at the peripheries.
 - Also, there should be facilities that promote wellness and good health at the peripheries
 - This park should be more like a rose garden for the community to relax and sit.
- In this area there needs to be great public transit services that come by more frequently
- Preference to Visual B3- This is a great visual because there is a bus stop, a diversity of shops, and the aesthetics.

Answers to Question #4

- If more density is constructed, they shouldn't be high-rises because they can negatively affect the neighboring homes with traffic and congestion
 - However! If the bus system improves the mid-rises will definitely work! The main issue is traffic.

Answers to Question #5

- "Eco-passes" for residents and workers

- Walks to work from 16th and Santa Clara St. to Market St. via San Fernando St.

Answers to Question #6

- Parks –gardens for the people to enjoy from their mid-rise buildings.
- Plazas get too congested by people and concrete looks ugly.

Answers to Question #7

- For the maintenance of the community. A neighborhood needs to be **CLEAN**. If this doesn't happen then no one wants to go out there.
- Also, there needs to be enough parking for vehicles
 - This depends on the business
 - This needs to be placed behind or below the buildings
 - Parking needs to be planned and located with sound strategy –this needs to happen so that people can be concentrated in areas where they can walk and where there are many services available. These parking areas should be small and affordable garages- **not** like Costco parking.
 - There also should not be too much parking (does not want traffic), but enough for people to get to their destination.

Other Notes

- In regards to the Urban Village video the UrbP 201 students put together, most people wanted to see more businesses in E. Santa Clara St.
- In 2016, the E. Santa Clara Urban Village plan will be up for Council vote.
- **Insights from Community on UrbP 232 Coyote Creek Board:**
 - Coyote Creek needs to connect to other bike trails
 - This area of Coyote Creek needs a bike trail like Hellyer.
 - More “eyes” on the creek
 - Reduce brush
 - Have some areas for people to park to access the creek
 - Smaller buses- they take up a lot of space and get in the way when driving
 - Public transit will only work if it's free, then the streets will be freed up from cars
 - Public transit cannot be as much as the price for the car.
 -

Table I Notes

Note-taker #1:

1. Female doctor with office on St. John street:
 - a. Interested in how urban village will affect property values
 - b. Hopes that historic preservation is kept in mind, with urban villages close proximity to the Rose Garden.
 - c. Absolutely needs to be more pedestrian friendly.
2. VTA Bus driver with rental property on Santa Clara (resides in Hollister):
 - a. Believes slowing down automobile traffic is very important. Wants to make area more like Lincoln in Willow Glen ara.
3. Italian women residing on 17th/ Santa Clara St:
 - a. Must save and add more greenery, especially trees.

- b. Architecture stay the same, and nothing too modern.
 - c. More street furniture
 - d. More places for community engagement. Especially for the locals. Would like the opportunity to meet more people residing in the community.
 - e. Wants lower profile/mixed use commercial at the bottom of apartments/dwelling.
4. Young married male/ just moved to the area:
- a. Better urban form and buildings with “step-up” heights.
 - b. Wants more unique, small businesses.
 - c. Wants BRT to actually benefit people in the area (living).
 - d. Hopes that urban village will provide more street lighting, and that more people will be on the street, which would make the area seem more safe.

APPENDIX B: Community Workshop Notes

Thursday, November 13, 2014

These notes are in “raw” form, transcribed from easels used at the community workshops. The notes are categorized only by participant table number/letter. The SJSU graduate student facilitators who collected these notes endeavored to rapidly capture participant comments and ideas as accurately as possible; please excuse spelling and grammatical errors.

Table 2 Workshop Notes

- Photo A6: Building is fine. The wall on the street is not friendly. This building does not fit the space or context of the area. The building could be higher in this area.
- Table desired to keep the corridor between 9th and 10th Street. Enjoyed the small shops and character.
- One group member enjoyed the flower shop on the west side of the urban village.
- The greatest height in the corridor can be in the county owned land by the medical center. Gradual step down in heights is recommended to respect the residents to the north.
- Table agreed more pocket parks within the area

Transportation

- It is good to have height on 17 (St.) Since the upcoming Transit supports it.
- The BRT stops are not the future urban village, however, maybe it is good to keep them out at the boundary.
- More Bike racks should be between the two bike share stops.
- A specific table member stated he would rather bike in neighborhoods than dedicated bike lanes like San Fernando, 10th, 11th streets because these roads are too busy.

Urban Village Boundary

- Extend the urban village to include the parking lot north of the medical center.
- Extend the urban village to include the Grocery Outlet between 6th and 7th street.

Design Your Street (KFC)

- Photo B1: The proposed building is too high, too tall.
- Photo B2: Architecturally it would not work, the scale compared to the surrounding business and Naglee Park does not work. This could work on the North Side.
- Photo B3: Four Story is a lot for the south side, still a little too tall. Prefer 2-3 stories.
- Photo B4: Same as B3, prefer 2-3 stories
- Photo B5: Same as B3, prefer 2-3 stories
- Conclusion: height is more acceptable on the North Side of East Santa Clara Street.

Table 3 Workshop Notes

Introduction

Role	Wish list
Local resident	<ul style="list-style-type: none">• closer bus stop• grand boulevard
	<ul style="list-style-type: none">• Boutique with individual designer• Closer bus stop• Everything mixed• More students join the community
	<ul style="list-style-type: none">• General development
	<ul style="list-style-type: none">• Looking for great place
	<ul style="list-style-type: none">• Development between 14 & 17 street
	<ul style="list-style-type: none">• Ice cream shop, coffee shop• Walkable corridor• Farmer market continue all year round• More street lights• Traffic calm down on ESC• Everything closer to each other

Q: What do you like in this neighborhood?

- City hall
- Two churches
- Boutiques
- Historical buildings
- Small and local business
- Building close to street

Q: What do you dislike in this neighborhood?

- Transportation need to be fixed
- Big and unutilized parking lot

Q: What transportation option you like to see on ESC?

- More light rails
- More buses
- BRT
- Bike path
- Public art around corridor

- Bike share extension
- Accommodate all modes of transit options
- Rise up some of major places and people will chase for it all the way
- Separate business into different sections : design section/ toy section/ food section
- Get rid of big parking lots

Q: which scenario would you like to see on ESC?

A:

- A-8 .A-4 A-2 are most favored
- No more than 6 stories height in this area
- The height of store should be higher than current condition
- Rent will be raised by gentrification
- Parks are currently poorly maintained and occupied by homeless people
- More greenery needed on the street view
- Outside seating favored
- Parks can be privately maintained
- Combination of A-2 and A-4 are preferred
- More Invited stores should be put in front floor
- Building design should be different and innovative: either super modern or classic or traditional
- Outdoor maintain should be enhanced
- No fence needed
- Buildings with balcony favored in the up floor
- High density wanted
- Height limited should be concerned in terms of privacy
- Make 10- 11 street a major destination on the corridor
- Roof-top gardens wanted
- Beautiful buildings by adding balcony
- Public lighting outside stores wanted
- Architectural interesting things need to be added to the currently existing buildings
- Make architecture in this area unique, different from any other area else
- B-3 most favored
- Setback in front of stores can be extended
- More large trees needed
- Gradational building height needed
- Window design of buildings matter a lot
- B-5 can add more office in
- small details of building design should be taken care of
- mixed-used, diverse neighborhood wanted
- Small / medium tech companies can be added in this area
- Public transit should be provided or enhanced
- Protection of old neighborhood and historical buildings
- Historic preservation is threatened by new development

- Color and lighting make neighborhood vibrant
- Protection of historical residential housing
- smaller park needed
- Public space to hang out
- Small playground for kids
- St. James park
- Different types of park (published owned and private owed)
- Potential maintain opportunities to be discussed
- Park not safe, not well maintained?

Main takeaways:

- More Setback
- Outdoor seating
- BRT
- Bike path safe issues
- Bike share extension
- Mixed used of residential, retail and office
- Unique Building styles other than anywhere else
- Park (small parks) for kids to play around
- Large trees on streets
- Historical preservation

Table 4 Workshop Notes

- Residents don't want to lose their house.
- They want sidewalk café, German Pubs, more people to walk around, ADA inclusive
- They wish the community is vibrant, such as more trees, the community can smell, such as bookstore.
- People wish small business, old store front, historical(old) houses, vintage, nice building, retail, trees, vegetarian house, and Vang Tung (Vietnamese restaurant), their property, hospital business with parking their property, the building with architecture, and farmers market can stay the same
- The residents thought the broken windows between 9th -10th street, like the 10th street pharmacy and art cleaner don't attract people to come.
- The residents wish to extend the boundary
- The residents like the ground floor can be commercial, four stories building would be nice, higher density
- Residents would like to see more bike amenity, setback on East Santa Clara Street, public spaces, outdoor seating, and trees.
- The residents like mixed use
- Some people like the housing goes from 12th to 17th Street, and commercial goes from 6th Street to 9th Street to generate more jobs..

- People would like to have id-rise building, parks across the city hall, more trees around city hall,
- People like parks along Coyote Creek because Coyote Creek is underutilized
- People like pathway to Roosevelt High school
- People wish city can waive or reduce parking
- People want to reduce lane on East Santa Clara Street
- People like to have gathering place
- People like the housing is small units, so they can afford
- People like to see the community is walkable with public seating
- The resident proposed the farmers market can like Portland

Table 5 Workshop Notes

Question 1: What would you like to stay the same?

- Historic buildings
 - building at the corner of 10th and E. Santa Clara which was the old pharmacy
 - Licursi's Barber has unique character
 - Vintage towers between 3rd and 4th Street
 - Fire Station at 17th Street
 - (Additional information captured on the table map)
 - Downtown Day Care on 8th Street

Question 2: What would you like to changed?

- Less parking lots @ street level
- Better street lighting
- Multi-story, mixed use buildings (4-6 stories)
- Shops on the bottom, homes above
- Cascading buildings with garden @ each level, courtyards
- High rises, parks near medical center, such as a grandparent park
- Colored crosswalks, especially near Roosevelt community center to make it more accessible
- Community garden at Horace Mann that is open year round
- Speed limits around Roosevelt Community Center, Horace Mann, and City Hall (less than 25 mph)
- Move parking to the back at Grocery Outlet, bring back BART stop to that area
- Le Petit Trianan- develop more there, such as a concert space
- Improve empty lot between 4th and 5th street on East Santa Clara

Question 3:

- Not just offices because no life after hours, but not too much too housing either
- more attractions that are open during and after business hours

Question 4:

- Zoning- market rate will take care of it, as long as it accommodates for housing offices and commercial.
- Wellness hub around old hospital- a one stop shop for all health needs

- Better access to recreational opportunities at Roosevelt Park (a trail)
- Not just medical shops, but wellness goods and services in all senses of the word
- this area has the most opportunity to bring in a high job concentration

Question 5:

- More DASH downtown service, especially on weekends
- Bike racks, protected bike lanes, light up bike lanes
- Increase/enhance historical elements for pedestrians
- Improve homeless services (drop-in center where there is wash, shower, bathroom)
- More sitting areas with Art (let's make them pedestrian friendly)
- More access to public restrooms on East Santa Clara.

Question 6:

- No urban farms at sidewalk, they take up too much valuable street space
 - Rooftop gardens are great though
 - gardens should be accessible year round (not just when schools are open)
- Pocket parks (big parks can fragment neighborhoods)
 - Accessibility to Coyote Creek Trail, Roosevelt Park
- Expand Five Wounds Trail so that there is access to Coyote Creek
- Better shrubs along walkways
- San Jose City Hall needs some trees with shade
- Bamboo Garden installation just left City Hall
- Food trucks along East Santa Clara would be a great “pop up” amenity

Question 7:

- We need more reasonable rents on East Santa Clara for better commerce opportunities
- Great coffee shops
- Let's try pop-up businesses in empty lots
- Provide disincentives for property owners to leave business storefront empty (ie: via policy)

Main Takeaways

1. Greater setback so there is space for outdoor seating
2. BRT
3. Bike path safety issues
4. Bike Share extension farther East down Santa Clara
5. Mixed use of residential, retail, office
6. Building styles should be unique
7. park (small parks) for kids to play in
8. large trees on streets
9. Historic preservation

Table 6 Workshop Notes

Question #1: What people want to stay the same and recommendations

Likes:

- Keep old houses (such as the one of North West corner of East Santa Clara Street & 6th Street)
- Street art

- Culture & economic diversity
- Grocery Outlet
- Farmer's Market
- Roosevelt Community Center – dance area
- Creek in area
- Movie in the Park

Requests:

- More wayfinding – make places more unique and easier to travel around
- Culture – enhance the diversity in the area
- Farmer's Market – Expand to weekends and other days as well
- Improve Coyote Creek by having a better path and making it safer
- Have a public entrance to Coyote Creek through other areas, such as SouthEast corner of 17th St
- Outdoor amphitheater by Farmer's market to promote more social gatherings
- No surface parking spaces along East Santa Clara Street

Question #2: Physical change recommendations

- Replace empty parking lot with chain-link fence on East Santa Clara Street – between 12th & 13th St – put a more vibrant use
- Replace empty parking lot on East Santa Clara Street – between 15th & 16th Street, and between 4th & 5th Street
- Plant more trees! All residents want more shady canopy to make the street more inviting.
- Need street sweeping for tree leaves in areas north of East Santa Clara Street
- Have more bicycle facilities, such as attractive parking spaces
- Beautify City Hall – replace the “cold” atmosphere by more plantings
- Many, many people requested ridding “all surface parking” and street parking.
- Replace street metered parking with a bike lane, such as the green ones on San Fernando Street
- People want continuous strip of building – do not want a 1-story building next to a 10-story one

Question #3A: Land Use Activity

	# of People Who Liked Land Use	Comments
A1	6	Many people like parks
A2		People said there was no reason to walk there – no retail/commercial activity
A3		People said there was no reason to walk there – no retail/commercial activity
A4	5	Many people at the table liked mixed-use development. People are attracted to retail below (shops, coffee shops, bookstores, etc.) and want jobs to bring in revenue for the City, so offices can go upstairs.
A5		Many people like the building design but do not want

		offices only. People would prefer it if it were mixed-use with commercial/retail below to be more inviting.
A6		People would like it if it were facing 13 th Street, but not East Santa Clara Street thoroughfare
A7		
A8	2	People do not want community farm too close to East Santa Clara Street due to pollution concerns, but would love to see it closer to 16 th and 17 th street.

Conclusion: Everyone wants mixed-use buildings. They want more restaurants, shops, and cafes downstairs to make it a walkable community and generate revenue for the city. People want offices upstairs, also to generate revenue. People want buildings to be 4-6 stories high, but not skyscrapers.

Question #3B: Land Use Activity

	# of People Who Liked Land Use	Comments
B1	2	One person felt that the building was a little too tall and the other another too big, but acknowledged it could just be the image. Everyone else like the idea of taller buildings. After some group discussion, the table liked the idea of a gradient of heights setbacks – such as only 3 stories in the front closest to ESC; and 5 stories in the back.
B2		People suggested adding retail because it looks “closed-off”
B3	5	Mixed-use was a popular idea because it looks like vibrant. People like cafes and a variety of uses all in 1 convenient location.
B4	2	A question was asked: will office spaces be filled, as there are currently many vacancies in San Jose? People also suggested adding grocery stores, something more healthy such as Trader Joe’s.

Conclusion: Everyone wants mixed-use buildings. They want more restaurants, shops, and cafes downstairs to make it a walkable community and generate revenue for the city. People want offices upstairs, also to generate revenue. People want buildings to be 4-6 stories high, but not skyscrapers. People also suggested restaurants or gardens or other public uses on rooftops.

Summary of Recommendations:

- Mixed use – not too overbearing; need for retail
- Green space/trees
- Rooftop activation

- Crosswalk signal upgrade – more time
- No surface parking!

Question#5: Recommendations

- Faster and more frequent buses – currently not enough; however only one person at the table used the bus; they don't want BART above ground but are all for below ground; there is no space BART; its already unsafe
- Put a bike lane instead of more street parking
- High visibility crosswalk
- Improve crosswalk timing – consider wheelchairs; currently it's not enough time for pedestrians and unsafe for the disabled or more senior
- Artistic crosswalks and streets
- Diagonal crosswalk at intersections
- Art design for bus stops (similar to utility boxes); theme for Urban Village
- Bulb out for buses – safer
- Share bus/bike lane
- Remove metered parking or put money back into urban villages

Table 7 Workshop Notes

- Homeless issues: they have nowhere to go during the day, there needs to be somewhere for them
 - They need day place for activities so they are not hanging out on the street
- Historic preservation of current buildings
- Naglee Park neighborhood preservation:
 - Height limitations
 - Extend the historic elements and history of Naglee Park to East Santa Clara St.
- Signage (commercial) has to be appropriate to the neighborhood's character
 - Preserve historic signs (eg "Pharmacy" bar)
- Keep multiculturalism of businesses/area
- Locally owned businesses are key, need to keep
 - Example: Lee's Sandwiches – family owned, diversity, clean
 - Add a variety of artistic shops to the street
 - Mix of stores to bring in students
- Need funding for business loans to help the local small businesses thrive in the area
- Need street to have functioning areas all day and night
- More lighting for safety
- Make the streets/sidewalks more people friendly with increased sidewalk widths, landscaping, outdoor furniture, outdoor dining, attractive signage
- Wider sidewalks, with more setbacks
- Higher density housing along East Santa Clara
 - Affordable housing included
 - Mix of units for students and families

- Need to correct the slum landlords in the North neighborhood, taking advantage of students
 - Landlord don't care of quality, want developers to buy their property for money
- University needs to take role in smarter, cleaner housing
- Mid to high density along East Santa Clara, with height limits set-back as they extend into the neighborhoods
 - Difference in heights, mix in appropriately
- Mixed-use, high density with commercial/retail on the first floor
 - Residential on the upper floors
 - Build with functional patios
 - First floor has to be interactive with the street
 - Need eyes on the streets
- More public art, tap the artists in the neighborhood
- Shops and restaurants on the first floor
 - Outdoor seating
- Boost up outdoor dining with more area for tables and seating
- Need more fun along the streets like restaurants and bars
- Need community space, place for the community to congregate with space for events
 - Places to gather
 - Family space
 - Outdoor and indoor space
 - Clean
 - Example: San Pedro Square
 - Vibrant atmosphere
- A hotel on East Santa Clara would add an extra element to the street, increase foot traffic
- Architectural variety, organic shapes, creative design
 - Most new buildings downtown are bland, lack architectural interest
- More landscaping features
 - Urban landscaping to bring in birds, butterflies, etc
- Parklets to enhance the built environment and provide green space for residents of the street
- Community garden along with the Farmer's Market
 - Team up with Vegetation
 - Garden needs to be maintained, no fences,
- Open space for residents, also needs to be in relationship with businesses
 - Want space for residents in the area, but not turn into space for homeless to congregate
 - Needs to be maintained and watched, a caretaker
 - Fees from businesses to maintain
- Multi-purpose recreation area
- Need more buses because they are crowded, more seating and frequent arrival times
- More parking provided off East Santa Clara St, around the periphery in the neighborhood (similar to the parking set up in Santana Row)

Table 8 Workshop Notes

Artist Engagement/Introduction

I would plant flowers:

- Saint John and 13th
- Old Hospital site
- Better shops that address daily needs
- How to make urban village

What should Stay the Same.

- Fire Station
- Historic Building (apt. buildings, Victorians)
- Stop signs along San Fernando + Antonio, keeps traffic Calm
- Little Mom and Pop Stores that Act as Neighbors
- Maintain Existing Diversity (cultural and economic)
- Trees, trees

Recommendations

- Fountains, trees
- Better lighting
- More curves, not boring
- Better transit to airport
- Bike lanes, but bikers should use them
- Increase circulation
- Rear Parking
- Diverse businesses
- Upscale shops

Activity #1

Collage “A”

- Need space for farmers market
- Not enough parking for houses
- Safety issues with parks/homeless

A4-D Combination residential and Commercial

- Should add more Street Trees and curves to make more interesting

A3 D

- Not friendly to pedestrians

A6D

- Wall is unfriendly
- Good example in willow glen and Campbell parking lots behind buildings traffic calmer
- Makes one-way streets to calm traffic

Exercise # 2

KFC on East Santa Clara/ B3 was considered best choice

- High Rise Might Make Corridor too crowded
- Look at Japantown/ it works because there was existing business to build off of
- Office can also stimulate neighborhood
- Wary of excluding residential. Should have all uses for all times of day
- Corridor can cater to students
- Need more shops and student housing

What changes would you like to see

- Playgrounds
- Bus and bike lanes
- More street trees/ see willow Glen
- Little parklets and green alcoves county land good opportunity/should be used for public space
- No chain link fences

What should Development Focus on?

- Office and Jobs, not more housing
- Don't overbuild residential
- Heights limits should be in place
- Around 3 stories high and be gradually matched
- High speed internet to keep up with the times
- More residential close to New Parks
- Communal game space: Bocce ball, mini golf, etc.
- Concerns over noise levels at new developments
- Keep height limits in line w. each other and no dramatic changes
- Bring in large business
- County land should be used for open space
- More food sources and Grocery stores
- A walking bridge over Coyote Creek, connect to Roosevelt park

Key Takeaways

- No "freeways" in urban village. Traffic needs to be calmed (talking about East Santa Clara)
- More Retail
- Keep Diversity. Development should Respect this
- Make Corridor more attractive
- Wider Sidewalks
- Green spaces, parks, parklets, alcoves, (great cities have great parks)
- Mixed use buildings
- Better access to creek, create flow to other side with foot bridge
- Great cities have great parks

Table 9 Workshop Notes

- Bike Friendly
- More plants and colors
- Public music places like Austin, TX
- More cafes
- Native plants that are labeled for education and community garden
- Supporting small local businesses that meet needs of local community
- Corner of 9th and Santa Clara- should have native plants in gardens and landscaping
- 10th and 11th St, wants to become a 2 way street
- Old homes-historical character of the neighborhood

Question 1: What should stay the same?

- Character of old homes more front setback, line to reduce crowding
- Would like Medical Center to be at angle to create more open space
- Not more than 2 story parking lot on street, St. John's street behind medical center
- Walking friendly street
- Keep apartment building on 16th and Santa Clara
- Old charming building on 13th and Santa Clara
- Would like fire department building to stay

Question 2: What changes do you recommend?

- Not walkable there is no continuity of walking
- 11th and 17th street on the southern side is walkable, but not for children
- Walkability to SJSU
- Prefers some restaurants like Tofu Vung Tao
- Small single story shops not much higher than 2-3 stories
- Pockets of parks
- Beautiful, inviting and warm-food (restaurants with outside seating), plant, places people can connect, music
- Open space that is functional
 - Parks that are children friendly
 - Places to walk for the elderly
- Places like San Pedro's market that is friendly for all ages
- Modern small boutique type of shopping for the younger generation
- Music and outdoor seating
- Places like Roy's coffee shop-old refurbished spaces for modern coffee shops
- 11th and Santa Clara-coffee shop please!

Question 3

- A4(3 votes) is nice like San Pedro's
 - Multifunctional for community needs

- Urban garden would be nice but is the community ready for it?
- Open space is nice but it must be useful
 - Urban form would serve this purpose
- Note by exercise-open space and building should be separated as two activities-needs a balance
- Functional green spaces in front of office spaces with picnic benches
- A7 facilitates communication between people only if it becomes more like a neighborhood
- A5 with more shops
 - Mixed use with commercial at bottom. Open views on corners and green space that are functional
 - Places like Dolores Park in SF
 - Green roof decks above commercial spaces
 - Business that draw people in-no more nail salons
 - Likes diversity of the area-multicultural restaurants and people
 - Likes Willow Glen's downtown area
 - Needs more child care centers
- Roosevelt Park and Coyote Creek needs more attention, safety in park and downtown accessibility. Community center there is good.

Takeaways

- Identity is coyote park so corridor should reflect the natural history
- Green spaces that allow continuity to park
- How to create continuity?
- More signage, greenways, public art, sidewalks, lighting, focus sculpture and native plants.
- Make 10th and 11th street two way streets.
- Preserve neighborhood architecture
- Maintain neighborhood character.
- Focus on Coyote Creek
- Incorporate native plants
- Plant flowers and trees everywhere but does not need a park
- Would however prefer a dog park
- No more nail salons
- Attractive boutique type, mom and pop stores for young generation
- More hang out spots
- Neighborhood corner groceries at every block
- Taper building height towards the neighborhood to avoid overshadowing.

Table 10 Workshop Notes

- Things liked/ wanted to remain the same:
 - Medical center
 - Small business
 - Laundry

- Shoe repair
- Pharmacy
- Bring and improve Trees for shade
- Pedestrian-unfriendly area because:
 - No shade
 - Sidewalk condition poor
 - Rough place at night
 - Broken “places”
- Concerns that BRT may make the corridor worse
 - Fast moving buses
- Want/need to make more family friendly to attract people
 - Improve street-lighting
- Historical markers
 - Educate on the past of East Santa Clara and its historical significance
- Tree decorating as a means to address lighting improvements
- Make East Santa Clara Street a one-way
- Street needs more embellishment, ie. Plant pots, display windows in stores, banners, appealing signage.
- More with quarter mile distance
- Parks and open space are essential

“Design Your Street” – What did you like?

- Parks
- Mixed-use land use for majority of the corridor
- Reorganize need for jobs and housing
- Buildings oriented to streets
- Brick buildings to bring back historical feel

Adequate parking for both commercial and residential

- Remove street parking from East Santa Clara corridor
- Design innovative parking solution
- Street Parking should be easily accessible
- Parking behind businesses in lots or parking structures instead of on street. Example, Castro Street in Mountain View

Participants reference Castro Street in Mountain View as an example of what they envision East Santa Clara Street to look like in the future.

- More community activities: parades, street festivals
- Gardens
- Biking
- Exercise
- Historical relevance to maintain vibrancy
- Ways to attract residents/traffic to East Santa Clara Street Corridor

- Bringing BRT may take away from pedestrian friendliness
- Designate parking to the noted “opportunity site graphic”
- 2-3 story multi-use
 - Move street parking to garages or underground
- Question #3: Parks and Plazas
 -
 - House the homeless to keep parks safe/effective
 - Explore the possibility of parks on rooftops, although it is recognized that this could present an accessibility issue. For the public.
 - Watering areas for animals along ESC to encourage pet owners to visit/.travel the corridor.
 - Crosswalks at **ALL** intersections for pedestrian safety
 - Consider reducing speed limits along this stretch